

2006 Action Plan for Economic Development: Current Active Projects As of 12/21/2006

Strategic Initiatives	Project/Key Action	Description	Players	Progress/Comments/Issues	Latest Progress	Critical Resources Needed
1. Support our airports as global gateways.	A. Get Rail to Loudoun by 2011: i. Get MWAA proposal accepted by the State of Virginia ii. Get the MOU adopted by the Board	Evaluate and inform on issues and progress related to providing rail transit service to Loudoun County. Consider IAD perspective, economic development benefits, funding components, social planning concerns.	EDC-TIC; MWAA, MWCOG, DCRA, Regional jurisdictions and business organizations. <i>EDCPoC: Deborah Rochkind.</i> COLPoC: Kirby Bowers/Larry Rosenstrauch/Robyn Bailey	MOU to Loudoun County is anticipated in the next few months (early '06). Governor Kaine announced in September that he will endorse the planned elevated track through Tysons Corner, a decision that analysts say will help keep the project on schedule and preserve partial federal funding. Tunnel advocates are hoping the Governor will reconsider.	<i>State officials reported in October '06 that construction to Dulles Airport is running one year behind schedule. The state is hoping to get permission from the Federal Transit Administration later this year to begin purchasing right of way and relocating utilities to prepare for construction out to Wiehle Avenue.</i>	
2. Strengthen and protect key business and gateway corridors.	B. Protect business development and ensure gateway aesthetics	Protect commercial land in key corridors from conversion to residential uses.	BOS, Planning Commission, COLPoC: Julie Pastor, Robyn Bailey	Conversions with residential are moving forward and being followed.	<i>The Route 50 CPAM was forwarded by the Planning Commission to BOS Board meetings in October and was approved. The Transition Area CPAM was voted down in 6-3 BOS vote November 8.</i>	
3. Foster a stable, predictable and efficient regulatory climate.	C. Implementation of Rural Economy: *Educate rural businesses about new policies *Educate businesses countywide about value of rural business following zoning ordinance decision	Resolve issues in Zoning Ordinance relative to business environment and development process, and permitted uses.	BOS, ZORC, REDC, EDC, Col (DED, Development Agencies) LCVA, NAIOP, NVBIA. <i>EDCPoC: Bob Gordon.</i> COLPoC: Linda Neri/Lou Nichols	Supervisor Mick Staton's proposal on an amended rural zoning plan was approved September 6, 2006. The new plan increases final western buildout from 14,000 to 18,000 homes. The REDC and LCVA are working together to review the rural zoning.	<i>A public hearing on the rural zoning amendments will be held November 29.</i>	
	D. Process Implementation and Land Use Regulations	Resolve issues surrounding county permitting process and difficulties with Zoning Ordinance language, including land use issues.	EDC-TIC, ZORC, County/Developers group BDAG, COLPoC: County BIG Team, Linda Neri's office.	ZORC has completed review of Ord. and sent to BOS. BOS must begin review. EDC-TIC to review ZORC work and be certain BOS acts on changes ASAP. NVBIA meeting to discuss process topics with senior county staff. NAIOP needs to meet to discuss process topics with senior county staff. EDC-TIC should review prior recommendations for possible follow-up.	<i>ZORC has met with county zoning administrator to review line-item version of zoning ordinance. Anticipated for upcoming BOS schedule.</i>	

2006 Action Plan for Economic Development: Current Active Projects As of 12/21/2006

Strategic Initiatives	Project/Key Action	Description	Players	Progress/Comments/Issues	Latest Progress	Critical Resources Needed
4. Improve connectivity, accessibility and delivery of infrastructure.	E. Broadband Deployment Strategy	Implement EDC recommendations to enhance broadband service and availability in Loudoun County.	CoLPoC: Scott Bashore	1. Tower plan to bringing fiber in the west in development; 2. Reduced regulatory hurdles for putting up towers being pursued; 3. Special tax district legislation going to the General Assembly for approval.	<i>Tax district legislation to be introduced in the coming session. Reduced hurdles for wireless providers to install equipment on towers approved and in use now. Gap analysis of broadband in the west completed and report will be posted on county website 4Q06. Broadband availability up to 89% countywide, up from 69% last January. Scott Bashore hired on fulltime.</i>	
	F. Road Financing	Examine alternatives to finance new road construction in Loudoun County.	EDC-TIC, COL (DED, OTS, Management Services). COLPoC: Kirby Bowers/Larry Rosenstrauch	The County is taking the lead and the Board will allow FY07 general obligation bonds for local road development. The BOS earmarked \$12.5 million for road engineering in the FY07 budget. A seven project, \$51.3 million transportation referendum will be placed on the November ballot for voters to decide if transportation improvement design and construction should be paid for with County funds.	<i>Voters supported by 64.27 percent a measure to spend \$13.3 million to design: the Rt. 50/Rt. 606 Interchange; widening eastbound Rt. 50 from Poland Road to the Fairfax County line; the Rt. 7/Rt. 659 Interchange; widening Rt. 659 to four lanes from Gloucester Parkway to the Dulles Greenway; the Sycolin Road Flyover at the Leesburg Bypass; and the Rt. 7/Rt. 690 Interchange. A \$38 million project to construct the Rt. 7/Loudoun County Parkway Interchange and Russell Branch Road from the parkway to Richfield Way won 57.2 percent of the vote.</i>	
	New Suggestion Up for Discussion: Reduce Road Demand	Explore strategies to reduce demand for additional roads.	EDC-TIC, COL (DED, OTS, Management Services), CEO Cabinet	Begin examining examples where communities have employed strategies to reduce road demand and congestion.	<i>The CEO Cabinet has identified the reduction of congestion and road demand as a key focus for 2007.</i>	
5. Cultivate competitive industry clusters.	G. Science & Technology Cabinet: Continue outreach and dialogue with leading scientific researchers and businesses.		COLPoC: Larry Rosenstrauch, Beth Hain	Science and Technology Cabinet re-activated under the direction of Dr. Leslie Platt. Kickoff meeting held in May, second meeting on personalized medicine held October 13.	<i>Next meetings scheduled for December '06 and March and May '07.</i>	
6. Advance entrepreneurship and economic diversity.	New Suggestion Up for Discussion: Develop a Loudoun greenhouse project on best places to start & grow business	Benchmark best competitor communities for business start-ups against Loudoun to advance entrepreneurialism.				

2006 Action Plan for Economic Development: Current Active Projects As of 12/21/2006

Strategic Initiatives	Project/Key Action	Description	Players	Progress/Comments/Issues	Latest Progress	Critical Resources Needed
7. Brand and market Loudoun's assets.	H. International Business Development: Develop a business case for international business in Loudoun	Facilitate the growth and expansion of international businesses in Loudoun County.	EDC-MBR, DED, MWAA & Key Global Businesses and Potential Businesses	International CEO dinner in the planning stages for early '06. Report on 5 other communities with international programs released in September to BOS ED Committee. DED-Proposed International Business Strategy program approved by ED Committee and the full BOS in September '06.	<i>Visit to Main-Taunus-Kreis, Germany held in October. Visits and outreach to 3 schools interested in exchange program held. Tours of medical device manufacturer and other companies as well as the Frankfurt Innovation Center held. Sister-city agreement signed.</i>	
8. Develop and expand signature attractions and entertainment.	I. Performing Arts Center: *Request funds from Claude Moore be given for feasibility study of Performing Arts Center	Facilitate the growth and expansion of Arts and Cultural sector in Loudoun County.	EDC, LCVA, DED . EDCPoC: David Parker. COLPoC: Larry Rosenstrauch	Formed Ad Hoc Committee with a six-month timeline. Met with a number of performing arts organizations during the spring to discuss their needs, and has received consistent support for the project. Looking to apply to foundations for a grant to design & price alternative scenarios of scale and use. Will report to Executive Committee in September. Now in discussions with real estate representatives.	<i>LCVA is also looking at the possibility of bringing the America's Cup Polo Event to Loudoun.</i>	
9. Support workforce development and labor force excellence.	J. Resource Guide: Develop requirements for a web-based Workforce Development Resource Guide	Develop requirements for a web-based Workforce Development Resource Guide initially focusing on the education resources and later adding resources for skill development, language classes, day care options, etc. for employers.	EDC. EDCPoC: David Miles and John Lenahan	The web-based Resource project is in its beginning phases of determining content and delivery approach utilizing the EDC web site. Workforce resources selected for the first areas of the website will include education offerings, day care/child care/elder care options, employment services, and others.	<i>The web-based Workforce Development Guide is underway. The first three areas to be covered are underway and are being submitted to the county web designer for formatting and addition to the EDC web site. Additional areas of information will be added over the next few months. Additional content will be developed by the committee members after a review of the first three segments for formatting, size and quantity of information and linkage to other web sites that exist.</i>	
	K. Education Forum: Provide a forum in which all levels of education providers can share ideas and information. In addition, link with workforce organizations to enhance lifelong learning and support keeping Loudoun's workforce on the cutting edge	A forum will be orchestrated culminating in an event that will bring educators and workforce together in a dialogue. Included in this will be information from the Greater Washington Initiative as well as the Chamber, businesses, EDC and business leaders.	EDC. EDCPoC: David Miles, Paula Harper	The product would be a better understanding of the programs that the education community needs to be offering/preparing, a better understanding of the not-so-obvious workforce issues and the establishment of working relationships between the business and education communities. The forum will create a dialogue between all of our education offerings and focus on each business category from small, privately held companies through major corporate employers.	<i>The Forum originally scheduled for October has been rescheduled for March. Date and proposed agenda were reviewed by the combined committee and approved. Request for additional funding to go to EDC Exec Com. Goal is to add a "vendor" display area and invite members of the entire business community to become acquainted with the learning resources in the County.</i>	

2006 Action Plan for Economic Development: Current Active Projects As of 12/21/2006

Strategic Initiatives	Project/Key Action	Description	Players	Progress/Comments/Issues	Latest Progress	Critical Resources Needed
10. Increase availability of workforce housing for Loudoun employees.	L. Housing Trust Fund	Establish a housing trust fund to provide for a stable, dedicated funding source for workforce housing initiatives.	BOS, Human Services Committee, Housing Advisory Board. <i>EDCPoC: Tamar Datan/Kim Hart. COLPoC: Sarah Etro</i>	HAB recommends up to \$250,000 for the Willisville community, to help install indoor plumbing.	<i>HAB Trust Fund Committee recommends one-half penny of the real estate as dedicated revenue for Trust Fund and has developed a memo outlining proposed uses. Groundbreaking ceremony held September 30, 2006. The BOS approved \$250K for the project, with the Community Action Board adding \$25K and another \$25K of private funds anticipated.</i>	
	M. Employer Assisted Housing Program	Work with the business community to establish pilot program based on successful models.	Human Services Committee, Housing Advisory Board, COL (DFS, DED) VHDA, employer groups, Fannie Mae. <i>EDCPoC: Tamar Datan/Kim Hart. COLPoC: Sarah Etro</i>	DFS and Human Resources staff working on development of public employee program. Schools also piloted program.		
	N. Tax Relief For Revitalization	Expand pilot program to provide assessment relief for the rehabilitation of housing units in targeted areas.	Human Services Committee, Housing Advisory Board, EDC, Business Community. <i>EDCPoC: Tamar Datan/Kim Hart</i>			
	O. Affordable Housing: Mobilize public and private resources to increase the number of affordable workforce housing units	Initial goal for 2006 is a minimum of 2,000 new units zoned and approved in addition to ADUAB units.	Human Services Committee, Housing Advisory Board, Business Community. <i>EDCPoC: Tamar Datan/Kim Hart. COLPoC: Sarah Etro</i>	HAB in discussion with private developers (Greenvest, Brambleton, Buchanan). HAB has received draft report from consultant analyzing the workforce housing shortage and met with BOS Human Services Committee June 21.	<i>HAB raising public awareness through media and presentations to EDC, NVBIA, and others. HAB plans to present recommendations on revised policies to BOS on October 18.</i>	
11. Strengthen education and lifelong learning systems.	P. Retain the Smithsonian Naturalist Center in Loudoun.			Report on the Smithsonian Naturalist Center currently being distributed to interested parties.		
12. Protect and promote authentic cultural heritage.	Q. Wayfinding	Develop a cohesive network of directional signs to guide citizens, visitors and businesses to key areas and attractions.	DED, LCVA. COLPoC: Tricia Simons/Cindy Lintz	Project team kickoff meeting held September 15 with representatives from the County, LCVA, Loudoun towns, NVRPA, Federal Highways Administration, and VDOT. Ted Lewis has been appointed as the EDC representative on the Project Team. Frazier conducted stakeholder interviews. System to be developed and proposed to the BOS by January.	<i>The next meeting is scheduled for November 28. The presentation of 3 possible designs is scheduled for the meeting, after which the final design will be selected.</i>	

2006 Action Plan for Economic Development: Current Active Projects As of 12/21/2006

Strategic Initiatives	Project/Key Action	Description	Players	Progress/Comments/Issues	Latest Progress	Critical Resources Needed
13. Create distinctive neighborhoods and strong amenities.	R. Main Street Loudoun Partnership	Facilitate economic development and communication between Loudoun towns & communities	DED, COLPoC: Cindy Lintz	Loudoun Design Cabinet held charrette for Peter Burnette property in downtown Leesburg September 22. Looked at by-right development as well as possible rezoning potential. Ideas included streetscapes, crosswalks, and other pedestrian access design.	<i>Main Street Loudoun is looking to develop workshops and conferences of benefit to small businesses in '07. MSL is also currently outreaching to individual Loudoun town leaders.</i>	
14. Provide superior safety and healthcare services.	S. Health Insurance For Small Businesses: <i>Find status of Chamber of Commerce health plan study on options for lower income working</i>	Explore alternative health insurance options & increase awareness for small businesses.	LCCC. COLPoC: Dorri Morin.	Recommendations for educating community and giving solutions still needed. Need to create local and impartial resource for advising small businesses in insurance products. Explore partnering with SBDC, LCCC, CBIZ.		
	T. Strengthen Community Safety Net	Increase health care access through community centers.	LCCC. COLPoC: David Goodfriend	Loudoun Free Clinic and Loudoun Community Health Center (serving patients at all income levels) to be operational at Loudoun Cornwall Campus by fall.	<i>The Loudoun Free Clinic is currently operating at the Cornwall Campus of Loudoun Hospital in Leesburg. A ball at Whitehall Manor will be held November 18 to benefit the Loudoun Free Clinic.</i>	
	U. Become Informed on Emergency Preparedness	Begin coordination with the County Health Department's Dr. Goodfriend on community health preparedness and training efforts, and with Fire & Rescue and Police to monitor level of services as germane to economic development.	COLPoC: Dr. Goodfriend/Larry Rosenstrauch/Kirby Bowers	Goodfriend reminded families to stockpile a two-week's supply of water and nonperishable foods at the general public meeting August 10.	<i>County flu pandemic exercise held Saturday, October 21, 2006 at Heritage High School in Leesburg.</i>	